

**Alberta
Cattle
Commission**

Call Us At
(403) 275-4400

GRASS

ROUTES

The Alberta cattle producer newsletter.

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Did you know?

According to Statistics Canada the average Alberta household spends \$6.06 per week on beef, \$2.11 per week on chicken, and \$2.02 per week on pork.



Government proposes new water act

Changes to legislation reflect conservation ethic

The provincial government has released a draft set of proposals to make significant changes to the provincial Water Resources Act - the legislation that controls water use and sets water rights, water licences, etc.

Along with the proposed changes, the Department of Environmental Protection has set out a process by which Albertans can comment on the new proposals. A Water Management Review Committee with representatives from interest groups will hold public hearings, review written submissions and develop a report to the minister reflecting what they heard. Alberta Cattle Commission (ACC) Past Chairman David Andrews is the agricultural industry representative on the committee.

The government has laid out its proposals as draft legislation but has also developed a discussion guide highlighting changes from the old legislation. There are a number of substantial changes that could have a significant impact on agricultural producers.

The most important changes reflect the government's view that the new act should be far more conservation oriented and put less emphasis on water development which was the primary thrust of the old act. The need for more attention to water conservation is reflected in proposals which will change the

treatment of water rights, further erode the rights of riparian holders and establish more comprehensive watershed management programs.

The government is proposing that water rights be made fully transferable, compared to the current situation where they can only be transferred with the land to which they are attached. Transferable rights will become a tradeable item and will presumably go to the highest bidder although the government will retain the right to approve such transfers.

Environmental Protection feels that allowing rights to trade will encourage greater conservation. Existing rights holders will benefit from reducing their own use to free up water for sale, whereas those who purchase the rights will only wish to pay for the minimum that they require. It is not entirely clear how this proposal will affect irrigation districts.

Along with tradeable rights, the government is proposing that *first in time, first in right* should be stated more explicitly in the legislation. Priorities will only be established during times of shortage.

As a further measure to encourage conservation, the government proposes increasing licence fees and charging full cost recovery for water provided through government owned facilities such as dams, weirs

Strength *from the* **ground up.**

See **Government proposes**, Page 2

CAP coordinator needed

A zone coordinator for the Classroom Agriculture Program (CAP) is needed for zone six. Responsibilities include contacting and advising schools in the zone of the CAP program, assigning volunteers to each classroom, holding a volunteer workshop, distributing material, and follow up to make sure all presentations went smoothly. Remuneration is commensurate with the number of schools receiving CAP. Please call Elaine Deeg at the Alberta Cattle Commission office at (403) 275-4400 for further information.



Injections damage prime cuts

Cow/calf producers have an opportunity to make a big impact on the quality of the beef supply at branding time says a recent study by Colorado State University.

The study shows that a 5 mL intramuscular clostridial (7 way) injection given to 50-day-old calves during branding will produce carcass blemishes requiring trim in 92 of 100 finished cattle.

Researchers measured the size of the injection site lesions and found that the earliest injections given at branding resulted in the heaviest trim. They speculate muscles of calves are more sensitive than those of older animals and scar tissue caused by an injection at branding grows along with the muscle.

Reducing needle damage requires placing vaccine under the skin in the neck region using the *tented technique* rather than in the muscle. Vaccine effectiveness is not lost as either route of administration is cleared for most, if not all, clostridial vaccines, as indicated by package inserts.

To use the tented technique, pick up a

fold of skin and insert the needle so vaccine is placed in the space created between skin and muscle tissue. Avoid intramuscular injections for all products whenever other labelled routes of administration are available - otherwise use the low value neck muscles for intramuscular injections.

Product defects and irregularities (injection sites, bruising, broken needles) continue to cut into industry profits and lower consumer satisfaction. Protecting expensive beef cuts from injection blemishes is one way cow/calf producers can immediately address some of these concerns.

Pasture to plate quality assurance has become a Canadian beef industry priority. Some industry sectors have formed the Alberta beef quality alliance to address quality problems such as inconsistency in tenderness, bruising, needlemarks, large carcass sizes and hide damage which are estimated to cost \$280 per carcass. Watch for future updates on their activities.

Government proposes new water act, continued

and canals. Government is seeking advice on whether they should go beyond such measures and start charging a royalty on water.

The concept of watershed management has the potential to impose restrictions on land and water use by farmers and ranchers living in a controlled watershed. The teeth in the legislation are left to regulations, and it is unclear how intrusive they might be.

Part of the concept reflects the drive by the environmental movement to establish strict minimum flow requirements in all Alberta rivers. They would like to see a situation where minimum flows would have priority over all other uses. This is another

area that agricultural producers need to address.

It is very important that all farmers and ranchers find out what is in the new legislation and make their views known. Even in Alberta, our water resources are rapidly becoming fully committed. Farmers and ranchers use more water than all other users combined and access to good quality water at a reasonable cost is a vital component of the agricultural economy. Cattle producers requiring more information about the new act can get a copy of the discussion guide by calling Environmental Protection at 1-800-661-5586 and asking for the water management package.



ZONE 1

Zone 1 Includes: County of Vulcan No. 2, County of Newell No. 4, County of Forty Mile No. 8, M.D. of Taber No. 14, M.D. of Cypress No. 1, and that area of Special Area No. 2 that lies south of the Red Deer River

ELECTED BY ACCLAMATION

Janet Cordes, her husband and two sons own and operate an irrigation farm in **Rolling Hills** where they grow all the feed for a commercial cow/calf and bred heifer operation.

Janet's first involvement with the ACC was as the zone one coordinator for the Classroom Agriculture Program. She is currently chairing the Beef Education Association and has a half year left in that position. Janet says she is continually impressed with the efforts and expertise of the ACC in promoting beef in schools, the retail sector and at the government level.

"I believe as producers we must be actively involved and effective at all levels of the business if we are to remain viable," says Janet. "The ACC is the organization that does all of these things and I would like to serve as a delegate."

Arno Doerksen runs a purebred and commercial Herford cow herd together with his father and brother near **Gem**. They feed steer calves through to slaughter in their own feedlot growing most of their own feed on irrigated land.

Arno has been active in a number of community organizations. He has been involved with the ACC for two years serving on the producer liaison and promotion committees, and the board of directors.

Larry Helland operates a mixed farm with his wife and two sons in the **Lomond** area. He is completing his second year as a delegate after serving a six year term in the eighties.

Larry is chairman of the provincial affairs committee and has tried to positively influence many issues affecting

the industry. He feels there still exists a lot of potential for agriculture in Alberta and that the livestock industry will continue to lead the way.

With this in mind, Larry would like to continue to work for a strong viable industry and "the ACC offers the format and opportunity to get things done".

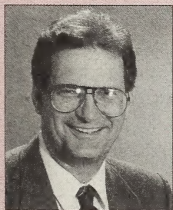
Lawrence Pfeifer helps his son operate a cow/calf operation on the north slope of the Cypress Hills near **Medicine Hat**.

He was an ACC delegate for three terms during the early eighties serving on several different committees. Currently he is completing a two year term as a delegate serving on the public affairs committee. Lawrence has been involved in numerous community and agricultural organizations for most of his adult life.

Along with his wife and two sons, **Simon Schonhofer** operates Majestic Ranches at **Buffalo**. They run a cow/calf operation and a 3,000 head finishing feedlot.

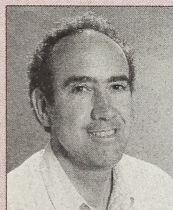
Simon has been a zone one delegate for the past two years and has thoroughly enjoyed it. He currently serves on the provincial affairs committee. Simon looks forward to the opportunity to serve the Commission for another term.

SITTING DELEGATES



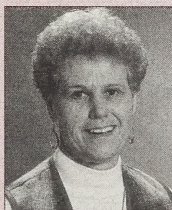
David Andrews
Brooks, 362-0378

CCA executive director



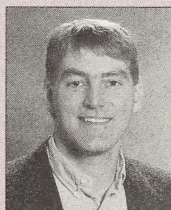
Harry Hargrave
Walsh, 937-2228

national affairs committee



Joan Hughson
Foremost, 867-2343

market development
committee



Murray Jorgensen
Bassano, 378-4093

technical committee



Gerald Maser
Manyberries, 868-2423

promotion committee



ZONE 2

Zone 2 Includes: County of Warner No. 5, County of Lethbridge No. 26, M.D. of Cardston No. 6, M.D. of Pincher Creek No. 9, M.D. of Willow Creek No. 26, I.D. No. 4, I.D. No. 5, I.D. 6 and the Municipality of Crowsnest Pass

ELECTED BY ACCLAMATION

Bob Christie is married and runs a mixed cow/calf and grain farm east of **Stavely**. Bob coaches minor hockey and is a past director on the Parkland/Stavely Feeder Association. He feels the ACC can make a strong contribution to the cattle industry and wants to do his part.

Keith Everts is married with three children and runs a cow/calf and yearling operation west of **Pincher Creek** in the Gladstone Valley.

He is currently a director on the Castle Crown Wilderness Coalition, working proactively to learn and discuss environmental issues on multi-use areas. Keith believes that through communication among users, the cattle industry can address mutual concerns.

Kim Hanson along with his wife and five children run a mixed cow/calf, seedstock operation in the **Cardston** area.

Kim has been involved with the promotion committee and Beef Information Centre in his two terms as an ACC delegate. Government responsibility for management and compensation of game and predator damage is a key concern.

Along with his wife and two sons, **Larry Sears** runs a cow/calf operation southwest of **Stavely**.

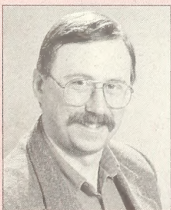
Larry has been the ACC chairman for the past two years as well as chairman of the CCA environment committee. He is interested in running again because he believes that the ACC is facing some challenging times and there are many issues that will be front and center during the next two years. Larry wants to be involved and feels he can contribute.

Byron Templeton along with his brother and father operate XTL Herefords near **Coaldale**. He is married and has three children.

The cattle operation consists of a purebred Hereford herd, an 1,000 head backgrounding lot and a bred heifer program. They also produce alfalfa, timothy, canola and soft wheat.

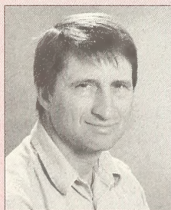
He served as a director of the Alberta Hereford Association for four years, as well as two terms with the Foothills Forage Association. Byron has always enjoyed the cattle business and cattle people. He believes it is important for producers to take a leading role in the direction and control of their industry.

SITTING DELEGATES



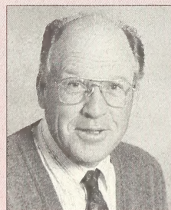
Charlie Ewing
Claresholm, 625-2157

provincial affairs
committee



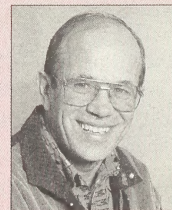
David Keeler
Raymond, 752-4304

technical committee



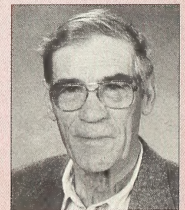
Ralph Salt
Cardston, 653-2215

producer liaison
committee



Herman Stroeve
Picture Butte, 738-4417

market development
committee



Stan Wilson
Nanton, 646-3184

provincial affairs
committee

ZONE 3

Zone 3 Includes: County of Wheatland No. 16, County of Mountainview No. 17, M.D. of Big Horn No. 8, M.D. of Foothills No. 31, M.D. of Rockyview No. 44, I.D. No. 8, I.D. No. 9

ELECTED BY ACCLAMATION

Robert Carr was born at High River and has lived and worked on the family farm all his life. He is married with three children. Robert operates a 2,500 head custom feedlot and farms approximately 2,400 acres near **Okotoks**.

He is currently a director of the Little Bow Feeder Association and is on the board of the Okotoks Rural Fire Board. He is also active with the Alberta Foundation for Animal Care. Robert is a past director of the Western Barley Growers' Association, past exalted ruler and current chairman of the Okotoks Elks Club, and a charter member of the Lions Club. Robert also assisted with the Okotoks 4-H Beef Club.

Barry Hilton, his wife and two sons reside on a family grain and feedlot operation four miles north of **Strathmore**.

Along with his father and brothers, they crop about 4,500 acres of mostly barley and some canola and operate a 6,500 head feedlot.

As a first time delegate, Barry hopes to learn more about the ACC, its policies and operation. Then with the learning experience, Barry believes he could help in the direction of the ACC.

Doug Jones, his wife and daughters operate a purebred polled Hereford herd near **Sundre**. Doug has really enjoyed his first term as a zone three delegate working on the technical committee.

Participating in several projects and working with many other concerned producers to improve the industry has been very gratifying for Doug. With your support, he hopes to continue to represent zone producers in areas of significant concern.

Hugh Kennedy runs a cow/calf operation west of **Turner Valley** weaning and selling calves each fall.

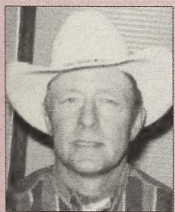
He has served two terms on the ACC on the land use and promotion committees. Hugh says it has been challenging and rewarding to promote beef and the industry and looks forward to working with fellow producers in the future.

Jim Turner runs a cow/calf and mixed farm with his father and brother northeast of **Cochrane**. During his first two year term as an ACC delegate he served on the environment and government affairs committees, and was the ACC representative to the Caroline gas plant livestock monitoring committee.

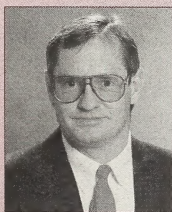
During his second term with the Commission, Jim continued to be involved with the government affairs committee which includes land use and a number of environmental issues as part of its mandate. He was also elected to the board of directors and more recently became chairman of the national affairs committee, ensuring that the voice of Alberta's beef cattle producers is heard on national policy matters.

Jim feels "with the plebiscite behind us the cattle industry should unite and focus on the promotion of beef and the protection of the beef industry".

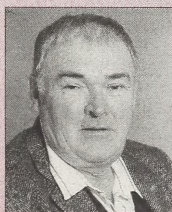
SITTING DELEGATES



Joseph Bews
Longview, 558-2291
provincial affairs
committee



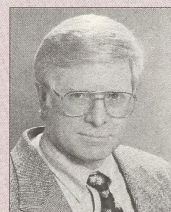
Larry Dayment
Longview, 558-3912
producer liaison
committee



Chuck Groeneveld
High River, 938-7843
promotion committee



Stuart Morison
Airdrie, 948-4343
market development
committee



Ben Thorlakson
Airdrie, 948-5434
ACC vice-chairman



ZONE 4

Zone 4 Includes: County of Paintearth No. 18, County of Flagstaff No. 29, M.D. of Acadia No. 34, M.D. of Provost No. 52, M.D. of Wainwright No. 61, and that area of Special Area No. 2 that lies north of the Red Deer River, Special Area No. 3, Special Area No. 4

CANDIDATES

Tim Andrew along with his wife and family run a cow/calf and yearling operation in the **Youngstown** area. He has been involved with the Commission for two terms, sitting on the technical and promotion committees and co-chairing the producer liaison committee. Tim believes that the ACC is the forum to advance the already positive state of the cattle industry.

Ron Bullick farms in a partnership with his brother and father east of **Coronation**. He runs a purebred cow/calf operation and farms approximately 1,200 acres of cropland. Ron and his wife have four children and are very active in the community. He believes that beef has a great future and plans to be part of it. "As cattlemen we can't just sit back and let it happen, we have to have as much input as we can," says Ron. "The ACC is probably one of the best vehicles to have that input and I would like to be part of it."

Brian Heidecker and his wife Gail operate a cow/calf and backgrounding operation near **Coronation**. Brian is a former director of the ACC, Canadian Cattlemen's Association, Alberta Agricultural Development Corporation, the Alberta Securities Commission Board, the Canada West Foundation and the Bank of Canada. He is currently chair of the Camrose International Institute involved in third world development work. He is especially interested in tax, credit, economic and trade policy.

Darcy Lockhart and family operate a mixed farm 22 miles south of **Youngstown** in partnership with his brothers and father. Darcy has sat on the market development committee for the past two years and feels that more work

should be done to ensure beef's market share. He also feels it is a necessity for producers to be informed and understand what the ACC is doing on their behalf.

Stratton Peake and his wife run a commercial operation feeding their cattle to slaughter in the **Finnegan** area. He has served a two year term on the public affairs committee representing cattle producers in areas of animal welfare and environmental issues. Stratton feels it is important to represent producers' concerns on these issues.

Pat Rutledge operates a large cow/calf yearling operation in the **Monitor** area under the heading Rutledge Ranching. Pat has been very involved in cattle politics, serving as director and then president of the Western Stock Growers' Association. He also served the ACC as zone director, chairing the producer liaison committee, sat on the executive as finance chairman, and served as director to both the Beef Information Centre and Canadian Cattlemen's Association. Pat has sat out his wipeout year and if elected is willing to lend his experience to better Alberta's cattle industry.

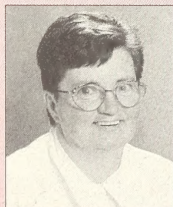
Leighton Sorenson and his wife farm north of **Killam** in partnership with his father and brother. Leighton has been farming for several years and has a mixed operation of cattle and grain. The Sorensons are very community minded. Leighton feels his clear thinking would be an asset to the ACC.

SITTING DELEGATES



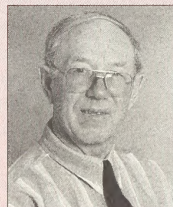
Ron Burgemeister
Hanna, 854-2298

market development
committee



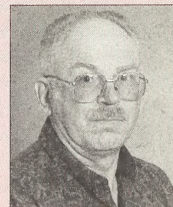
Judy Fenton
Irma, 754-2257

promotion committee



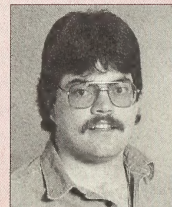
Arnold Guhle
Daysland, 374-2275

technical committee



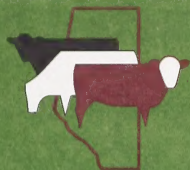
Lorne Maull
Metiskow, 857-3779

provincial affairs
committee



Tim Smith
Coronation, 575-2246

promotion committee



**Alberta
Cattle
Commission**

1994 ANNUAL REPORT

enhancing the economic well-being of the Alberta cattle producer

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Alberta's Executive Director to the CCA

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Provincial Affairs Committee Chairman

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CAP Committee Chairman**Producers Promote Their Product**Janet Cordes
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Promotion Committee Chairman

CHAIRMAN'S ADDRESS TO PRODUCERS

A year ago I opened my report by suggesting that it was an exciting and interesting time in the cattle industry. I'll modify that somewhat and add that volatile and unpredictable are two more adjectives that fit. Across North America we've seen expansion of the cow herd and feedlots trying to redefine the criteria for 'handyweight' cattle. These factors coupled together mean record beef production and a pipeline that has been full more than once this year. We also have large volumes of competitive meats which spell trouble for beef movement and consumer demand. We've seen ribeye steaks offered at \$24/kg - no wonder we're seeing some resistance! On the positive side, North American beef exports to Mexico and the Pacific Rim have eased the burden. Canadian beef exports to Japan now exceed six million kilograms.

In Alberta, we continue to experience high prices for feeders and calves in spite of the finished cattle market being a little jittery. Exports from Alberta to the United States are down substantially for feeders and off marginally for slaughter cattle, but our beef exports are up enough to offset the decreases in cattle. Slaughter and feeder imports from the United States have increased significantly. Alberta fed cattle marketings surpassed those of Iowa for 1993 - 1.7 million head representing two-thirds of Canada's fed cattle marketings. Our beef cow herd numbers were up five per cent over last year to 1.7 million head. Hopefully, that puts the importance of trade in context for us. The only other relevant market comment I'll make is that we're extremely fortunate that the last Tripartite payment in December 1993 of \$41 was the final one - otherwise I believe we would be facing a border

closure or at least steep tariffs.

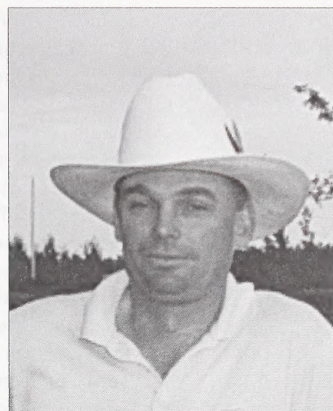
While we're talking about programs, the spring of 1994 also saw the termination of the Alberta Crow Benefit Offset Program. Although we felt and indicated to our minister that the wind-up was unfair to farm fed grain feeders, we generally accepted the philosophy that we didn't need it, and could be competitive without it. Again, I'm sure the existence of any of these direct assistance programs irritates our American neighbors and we are far better off without the subsidies.

In the wake of the court decision in our favor last fall, we held a plebiscite on the check-off this spring. The indication from producers 53 to 47 per cent for a non-refundable check-off was enough for the Alberta Cattle Commission (ACC) to get on with the job that we were elected to do. We recognized even prior to these two obstacles that we needed some changes, so we will continue on that course. That was the main reason we established the cattle industry committee in 1991 and we will use this instrument to discuss and gain consensus on a number of contentious issues. These include how the check-off should be levied so that it treats everyone equally and fairly, as well as the structure of the ACC and the number of delegates elected to represent producers. We believe that this format will enable us to lay the groundwork for an updated plan that will have industry consensus and will not require another costly plebiscite.

We are still awaiting the response of the Butterfield group of litigants to see whether or not they are dedicated to forcing the industry through an appeal on one or more of the six issues Justice Montgomery ruled on. I would be disappointed to see an appeal go ahead, because it would again be costly, and it negatively impacts industry cohesiveness. Any appeal would not likely be heard prior to the fall of 1995.

The board conducted an extensive review of the U.S. export levy compensation program that has been in place since 1987. This program rebated \$1.00 of our \$1.50 check-off when cattle were sold into the United States and the producer paid both U.S. and Alberta check-off fees. Upon careful examination and consultation with dealers and the Alberta Cattle Feeders' Association, we determined that there are no producers currently paying both an ACC and a U.S. check-off fee. As a result we discontinued our check-off rebate program June 30, 1994. No cattle sold after that date will be eligible and producers have until the end of the year to apply for the rebate on eligible cattle.

We met with key Reform MPs in Ottawa and were pleased with the discussion. We also met with the Standing Committee on Agriculture and Rural Development



**ACC
Chairman**

Larry Sears



BOARD OF DIRECTORS

(left to right): Harold Carter, Kinsella; Jim Feist, Cleardale; Gary Creelman, Fairview; Arno Doerksen, Gem; Margaret Jensen, Tees; Mabel Hamilton, Innisfail; Fred van Ingen, Redwater; Ben Thorlakson, Airdrie; Arnold Hanson, Viking; Larry Sears, Stavely; Jim Turner, Cochrane; Larry Helland, Lomond missing: David Andrews, Brooks; Lance Carnine, Lethbridge; Blake Cherry, Lloydminster

chaired by Barry McFarland and look forward to meeting with them again on several issues.

During the course of the year we also saw the conclusion of the drawn out GATT agreement. We will continue to work with the government to ensure that the direction we take with safety nets and other policies is compatible with trade in the post-GATT, NAFTA and Canada/U.S. Trade Agreement era. I think producers are extremely upset with the decision of our federal government to allow additional imports of offshore boneless beef in from Australia and New Zealand in 1994. This fiasco re-emphasizes our contention that we need a meat import law that works as well as U.S. restraints so that our goals can be harmonized.

We continue to have concerns along with 15 other boards and commissions about Marketing Council's performance and their intention to try to exercise cost recovery on producers. Most of us are unwilling to pay for what we neither want or need. A proposed change in our marketing regulation is struggling along at an exceedingly slow and costly pace. It has been in front of Marketing Council off and on for nearly 18 months.

We continue to be challenged to improve our product image with consumers and retailers. I believe the development of Beef Taco Nuggets is an indication that we are flexible enough to adapt to consumers' needs but we've got a lot further to go in this area. We have a tremendous competitive advantage in Alberta with our resources - let's be vigilant to ensure we don't lose that.



ALBERTA CATTLE COMMISSION STAFF:
sitting (left to right): Ron Glaser, Public Affairs Coordinator; Marjorie Mann, Research Coordinator; Michael Kuntz, Manager, Operations & Administration; Joanne Lemke, Manager, Public Affairs
standing (left to right): Marion Jorgensen, Receptionist; Julie Pidhirney, Office Manager; Gary Sargent, General Manager

It's been a privilege for me to serve as your chairman for the past two years. This has been a semi-tumultuous period and may not have been everyone's choice as a responsibility, but now that it's almost over, I wouldn't have traded it with anyone. I've enjoyed the challenges. I also very much appreciated the work of the board and our hard working staff as well as the support at home - thank you.

**Larry Sears, Stavelly
Chairman**

SETTING THE NATIONAL DIRECTION

The new GATT agreement provides the Canadian beef industry with a tariff rate quota (TRQ) to replace our existing meat import legislation. Canada's TRQ puts us on an equivalent basis with the United States where their meat import law is also replaced with a TRQ.

The level of imports to Canada prior to the tariff being applied will be 76,409 tonnes. This will apply to all imports other than from the United States and Mexico which are exempt under NAFTA. The equivalent tariff level for the United States is 656,621 tonnes.

The quota level of 76,409 tonnes was arrived at using average imports for the sample years 1986, '89, '90 and was agreed to by the Canadian Cattlemen's Association (CCA). We are pleased with the federal government's resolve to maintain this number in spite of pressure from importers.

The new GATT agreement also provides new text on sanitary and phytosanitary barriers that we expect will allow for a challenge to the European Union ban on

imports based on the use of growth promotants. The CCA will cooperate with the industry in Australia, New Zealand, Mexico and the United States on this issue.

The U.S. National Cattlemen's Association (NCA) mid-year meeting followed the Five Nations Beef Conference in Denver.

Food safety and meat inspection was one of the most critical issues discussed. The widely publicized E. Coli outbreak last year brought intense political pressure on USDA meat inspection and resulted in a zero tolerance policy for contamination on carcasses. This results in the need for physically trimming a significant portion of most carcasses. This method causes losses and increases costs to packers and has been proven to actually increase pathogens on meat. The NCA is supporting rinsing technology to replace trimming and development of Hazard Analysis and Critical Control Point (HACCP) control to provide meat safety assurance. The meat inspection issue in the United States has and will continue to have a major impact on beef trade for Canadian packers.

The CCA health committee continued discussions involving the NCA and bureaucrats from the United States

and Canada to resolve changes to bluetongue regulations. The Americans have maintained for many years that Canadian requirements for bluetongue testing were a non-tariff trade barrier. The CCA agrees that the current requirements are not necessary and progress has been made on this issue in the past year.

Canada Beef Improvement (CBI) is the name of a newly formed agency that will provide Canadian genetic data services for purebred and commercial cattle producers. CBI was incorporated in August and staff put in place by October. The CCA has agreed to fund \$300,000 for 1994 to contribute to start-up costs. The CCA funding for subsequent years will be contingent on the breed associations committing to use the service.

The National Safety Net Consultation Committee, which includes representatives for all commodities, presented its recommendations to the meeting of agricultural ministers in July. The ministers have agreed that all commodities except supply management will be eligible for full participation in NISA for the 1994 tax year. Producers from each province for each commodity must decide on an option for program delivery for 1994. The options are NISA, Industry Development Fund, a direct payment, or no program. The Alberta Cattle Commission has opted to support having Alberta cattle producers' share of support added to the Industry Development Fund as was done for 1993.

ALBERTA'S NATIONAL INFLUENCE

The national affairs committee was established to provide more Alberta Cattle Commission (ACC) delegate involvement on matters of national significance and to provide directors to the Canadian Cattlemen's Association (CCA) with an Alberta perspective. I believe we have been successful in both of these areas.

The committee brought forward resolutions to the board and then to the CCA against the use of public funds in the development and operation of a risk management agency. We have continued our discussions with Agriculture Canada on the development of a risk management pilot project. The project is going ahead with the assurance that no subsidized premiums will be involved.

There has also been concern regarding GST on custom feeding operations. The CCA met with the department of finance to strongly protest any retroactive taxation and has pursued these matters with Revenue Canada.

We continue to be involved with the Alberta safety net coalition along with other commodities in the development of a new safety net package. The provincial minis-

As part of the agreement to end the National Tripartite Stabilization Program, the federal and provincial governments agreed to set up a bridging program for Eastern Canada and an Industry Development Fund for promotion and research in Western Canada. The Industry Development Fund will be administered by a tripartite committee appointed from provincial and federal governments and producers. Work continues at the provincial and federal levels on the development of a whole farm safety net concept that may be ready for 1995.

The Industry Development Fund put in place for 1993 has generated over \$20 million. The CCA, in order to establish priorities for its use in promotion, research and market development, held two workshops involving a wide range of interests from producers to consumers. The proceedings are available from the CCA. Work has already begun on tenderness, grading and carcass wash technology.

David Andrews, Brooks
Alberta's Executive Director to the CCA



**Alberta's
Executive
Director to
the CCA**

**David
Andrews**

ters are pursuing two potential programs, NISA/VAISA and a GATT 70 concept which was developed by Alberta. Both options are a whole farm or non commodity specific program. The federal government was looking to have the framework in place by the fall, however it looks like it may not be in place until January 1996. The ACC will continue to be involved in these discussions with the Alberta safety net coalition.

The Western Grain Transportation Act producer payment panel report was received and the ACC submitted a response reconfirming our desire to see it paid out to the producer on an historical arable acre basis adjusted for productivity. We continue to urge the federal government to quickly resolve this issue.

The federal budget did not seriously affect the beef industry, however the \$500,000 capital gains exemption for agriculture is to be reviewed. There are also ongoing discussions for a replacement to the GST, which could



**National
Affairs
Chairman**

Jim Turner

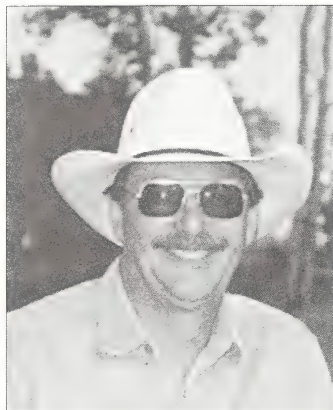
involve extending it to food products. These could be major concerns to the cattle industry and we must monitor developments closely.

GATT and NAFTA should enhance our ability to export beef. However recent protectionist decisions by the United States on durum and barley imports has caused concern that it may spread to other agricultural products such as beef. With so much of our beef exported we must

continue to ensure we have access to these markets.

I'd like to thank the committee members, the CCA directors and staff for all their hard work and help through the year.

Jim Turner, Cochrane
National Affairs Committee Chairman



**Provincial
Affairs
Chairman**

**Larry
Helland**

PROACTIVE POLICY MANAGEMENT

The committee has been busy dealing with many issues, some new, and others ongoing from last year. We have reached an agreement within industry on a new code of practice for intensive livestock operations (ILO). Consensus within the beef industry has approved a minimum figure of 300 head as a definition of an ILO. This however excludes overwintering of cow/calf operations. In the future, our industry will have to be more aware of the impact livestock operations have on water

quality with respect to run-off and manure disposal in general.

The government's efforts to reduce the deficit have had an impact on services and programs. We have supplied input into ways government can streamline efficiencies. Agricultural extension, sale of brands and the Alberta Crow Benefit Offset Program (ACBOP) are examples of changes in services and programs. With respect to the ACBOP, while we did not oppose its termination, the hasty method of termination did create an inequity in the farm-fed portion of the program. We were unable to get the government to rectify the situation due to the \$4 million price tag associated with changing the termination rules.

Our committee reviewed the Tax Commission Reform Report. We have met with different political bodies to express our concerns over some of the suggestions within the report. We believe it is fundamental that government not pass the tax burden on to the property owner. We have already witnessed an attempt by the County of Lethbridge to introduce a tax by-law enabling additional levies on businesses within the County including a tax per head on all livestock within their boundaries. A new Municipal Taxation Act is being introduced by government and we are advising government of our concerns about the regulations contained within the new act.

The release of the advisory committee's Special Places 2000 report has generated a great deal of concern within our industry. The ACC though our committee has been a major player in opposing this current report. We felt the recommendations were too preservationist and do not believe that legislated protection is necessary. In addition the program would be too costly and the implementation schedule not feasible. At time of writing the Special Places 2000 initiative has been delayed pending revision.

The Canadian Association of Petroleum Producers (CAPP) is continuing to try and open the Surface Rights Act. However our efforts, along with those of the Farmers' Advocate Office, have contained their initiative. We have countered their position with concrete data, historical facts and logic. Alternative solutions to some of CAPP's concerns have been discussed, and we are trying to maintain a consultative role with the petroleum industry. We have been very effective with our lobby efforts.

Representatives from the cattle industry are dealing with the Forest Conservation Strategy and its implementation should recognize the cattle industry's concerns and needs.

Our committee is completing a grazing lease cost study and this will contain concise and factual information to be used by our industry.

A process involving public meetings is being organized to review the new proposed Water Resources Act. We will be involved from an ACC perspective and encourage people within our industry to participate in this process.

I appreciate the dedication of our committee and our representatives bring a diverse and balanced approach in charting our direction. A special thank you to the Farmers' Advocate Office, Alberta Agriculture, Keith Wilson and our excellent staff.

Larry Helland, Lomond
Provincial Affairs Committee Chairman

Auditors' Report

TO THE DIRECTORS AND ZONE REPRESENTATIVES

We have audited the balance sheet of the Alberta Cattle Commission as at March 31, 1994 and the statements of operations and producers' equity and changes in financial position for the year then ended. These financial statements are the responsibility of the Commission's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Commission as at March 31, 1994 and the results of its operations and the changes in its financial position for the year then ended in accordance with generally accepted accounting principles.

Peat Marwick Thorne

Chartered Accountants

Calgary, Canada
May 10, 1994

ALBERTA CATTLE COMMISSION

Balance Sheet

March 31, 1994, with comparative figures for 1993

	1994	1993
ASSETS		
Current assets:		
Cash and short-term investments	\$2,564,520	\$2,380,038
Fees receivable	637,240	520,221
Interest receivable and other	108,413	127,071
	<u>3,310,173</u>	<u>3,027,330</u>
Capital assets (note 1)	43,586	41,240
	<u>\$3,353,759</u>	<u>\$3,068,570</u>
LIABILITIES AND PRODUCERS' EQUITY		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 155,120	\$ 166,755
Producers' equity	3,198,639	2,901,815
Commitments and contingency (note 2)		
	<u>\$3,353,759</u>	<u>\$3,068,570</u>

See accompanying notes to financial statements.

Approved by the Board:



Larry Sears, Chairman



Fred van Ingen, Director

ALBERTA CATTLE COMMISSION

Statement of Operations and Producers' Equity
Year ended March 31, 1994, with comparative figures 1993

	1994	1993
Revenue:		
Fees	\$5,494,115	\$5,448,927
Less dealers' rebates	37,717	37,794
	5,456,398	5,411,133
Investment income	155,348	181,533
	5,611,746	5,592,666
Expenses:		
National promotion and Beef Information Centre	2,670,000	3,359,000
Canadian Cattlemen's Association	384,710	326,200
Board and delegates:		
General meetings	118,640	128,517
Board meetings	66,949	72,065
Elections	63,006	41,518
Zone	48,520	49,432
Executive Committee	38,928	58,666
Project expenses:		
Technical	387,157	459,954
Producer Liaison	253,740	295,856
Market Development	190,955	209,423
Promotion	180,002	214,360
Public Affairs	52,697	59,631
Government Affairs	36,815	40,318
Cattle Industry	1,570	1,349
Project management, operations and administration	494,311	475,747
Legal and audit	242,764	193,562
Plebiscite	62,621	-
Depreciation of capital assets	21,537	29,892
	5,314,922	6,015,490
Excess (deficiency) of revenue over expenses	296,824	(422,824)
Producers' equity, beginning of year	2,901,815	3,324,639
Producers' equity, end of year	\$3,198,639	\$2,901,815

See accompanying notes to financial statements.

ALBERTA CATTLE COMMISSION

Statement of Changes in Financial Position
Year ended March 31, 1994, with comparative figures for 1993

	1994	1993
Cash provided by (used in):		
Operations:		
Excess (deficiency) of revenue over expenses	\$ 296,824	\$ (422,824)
Add (deduct) items not involving cash:		
Depreciation of capital assets	21,537	29,892
Gain on disposal of capital assets	(2,812)	—
	315,549	(392,932)
Change in non-cash working capital	(109,996)	(117,709)
	205,553	(510,641)
Investment:		
Additions to capital assets	(24,422)	(15,028)
Proceeds on disposal of capital assets	3,351	—
	(21,071)	(15,028)
Increase (decrease) in cash position	184,482	(525,669)
Cash position, beginning of year	2,380,038	2,905,707
Cash position, end of year	\$2,564,520	\$2,380,038
Cash position consisted of:		
Cash	\$ 363,396	\$ 176,129
Government-secured investments	2,201,124	2,203,909
	\$2,564,520	\$2,380,038

See accompanying notes to financial statements.

ALBERTA CATTLE COMMISSION

Notes to Financial Statements Year ended March 31, 1994

General:

The Alberta Cattle Commission operates under the regulations of the Marketing of Agriculture Products Act of the Province of Alberta for the purpose of improving the economic well-being of the cattle industry in Alberta. Under the regulations of the Act, the Commission is entitled to levy a service charge on cattle marketed in the Province of Alberta. The service charge allowed for the current period was \$1.50 per head. This service charge is deducted from the proceeds payable to the seller and is remitted to the Commission by each licenced livestock dealer.

1. Capital assets:

	1994		1993	
	Cost	Accumulated depreciation	Net book value	Net book value
Computer equipment	\$24,925	\$12,819	\$12,106	\$11,277
Furniture and fixtures	64,660	33,180	31,480	29,963
	\$89,585	\$45,999	\$43,586	\$41,240

Capital assets are stated at cost. Depreciation is provided on the straight-line basis using the following annual rates:

Asset	Rate
Computer equipment	33-1/3%
Furniture and fixtures	20%

2. Commitments and contingency:

- (a) The Commission leases office space and equipment under leases which expire at varying times over the next five years. The future minimum lease payments for each of the next five years are as follows:

1994 - 1995	\$ 67,515
1995 - 1996	68,268
1996 - 1997	68,268
1997 - 1998	66,565
1998 - 1999	64,260
	\$334,876

- (b) In September 1993 the Commission, the Alberta Agricultural Products Marketing Council and the Province of Alberta were successful in defending themselves against two legal actions in the Alberta Court of Queens Bench which confirmed the authority of the Commission to collect its service charge on cattle marketed. However, a Notice of Appeal has been filed against this judgment. The Commission will be responding to the appeal on the grounds that the trial judge was correct and the decision should be upheld. The potential impact on the Commission of any further proceedings in this matter cannot be determined at this time.

ALBERTA CATTLE COMMISSION

Operations Budget

	Proposed 1995/96 Budget		dollars per head	Current 1994/95 Budget	1993/94 Actual
Revenue:					
Fees	\$5,700,000	A	1.50	\$5,400,000	\$5,618,957
Less:					
Dealer's rebate	(38,000)	B	(0.01)	(36,000)	(37,717)
Promotion levy rebates on export cattle		C	0.00	(150,000)	(124,842)
	5,662,000		1.49	5,214,000	5,456,398
Investment income	150,000	D	0.04	100,000	155,348
Total revenue	\$5,812,000		1.53	\$5,314,000	\$5,611,746
Expenses:					
National promotion and Beef Information Centre	\$3,555,500	E	0.94	\$2,670,000	\$2,670,000
Canadian Cattlemen's Association	403,000		0.11	403,800	384,710
Board and delegates:					
General meetings	129,000		0.03	130,000	118,640
Board meetings	70,000		0.02	73,500	66,949
Elections	64,000	F	0.02	46,000	63,006
Executive committee	45,000		0.01	50,000	38,928
Zone	48,250	G	0.01	46,050	48,520
Committee expenses:					
Technical committee	430,000		0.11	490,000	387,157
Producer liaison committee	265,600		0.07	298,200	253,740
Promotion committee	204,500		0.05	204,500	180,002
Market development committee	310,000	H	0.08	250,000	190,955
Public affairs committee	81,500	I	0.02	25,000	52,697
Provincial affairs committee	38,800	J	0.01	17,500	31,082
National affairs committee	23,200	J	0.01	17,500	5,733
Cattle industry committee	6,000	K	0.00	2,000	1,570
Project management, operations and administration	481,100		0.13	502,300	494,311
Legal and audit	135,500	L	0.04	88,500	242,764
Plebiscite	—		—	—	62,621
Depreciation of capital assets	22,000		0.01	21,000	21,537
Total expenses	\$6,312,950		1.66	\$5,335,850	\$5,314,922
Reduction (increase) in producers' equity	500,950		0.13	21,850	(296,824)
Producers' equity, beginning of year	3,176,789			3,198,639	2,901,815
Producers' equity, end of year	\$2,675,839			\$3,176,789	\$3,198,639
Marketings	3,800,000			3,600,000	3,745,971

CAPITAL BUDGET

Computer equipment	\$15,000	0.00	\$15,000	\$6,926
Furniture and fixtures	10,000	0.00	10,000	14,145
	\$25,000	0.01	\$25,000	\$21,071

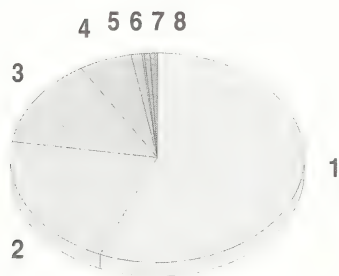
ALBERTA CATTLE COMMISSION

Notes to the Budget

- A. The increase in fee revenue over the 1994/95 budget is the result of a projected increase in marketings from 3,600,000 to 3,800,000 head. The current year's projection is based on the 1993/1994 experience and the continued growth in the cattle industry.
- B. The Alberta Cattle Commission (ACC) allows livestock dealers and auction markets to deduct one cent per head as compensation for collecting and remitting the check-off.
- C. After investigating the current circumstances surrounding the export of cattle into the United States it was determined that the export rebate program no longer fulfilled its original mandate, therefore the program was discontinued as of June 30, 1994.
- D. Investment income is budgeted at an amount consistent with the 1993/94 actual results. Due to the low projected deficit for 1994/95 the invested amount should remain unchanged over the next year. However, the projection is slightly lower to recognize the reduced interest rates available.
- E. The Beef Information Centre (BIC) is the division of the Canadian Cattlemen's Association (CCA) whose mandate is the promotion of beef within the domestic market. After overcoming budgetary concerns in the past two years, the Commission has decided to restore its level of funding.
- F. The 1993/94 actual experience, because it more appropriately reflects the average cost of holding fall elections, is used as the basis for the 1995/96 budget.
- G. The zone budget covers the costs associated with local zone activities. This includes zone committee and producer meetings and costs of local functions organized by the zone committee.
- H. Market Development has committed \$150,000 to Canada Beef Export Federation which is similar to prior year's contributions. There is also an initiative to try to develop an alliance within the meat industry in an effort to produce an improved product.
- I. Public Affairs has decided to maintain their commitment to the Alberta Foundation for Animal Care (AFAC) at the 1994/95 level of \$20,000 and, in addition, to provide members for the ALeRT response teams. Beginning in 1995/96 charges for consultants' work specifically related to this project area will now be charged to this account.
- J. In late 1993/94 Government Affairs was split into Provincial Affairs and National Affairs to distribute an ever increasing work load. As with Public Affairs, consultants' fees will now be charged to the specific projects for which the assistance was contracted.
- K. The Cattle Industry budget has increased to reflect the consultative work that must be done with members of the industry with respect to changes in the Commission's plan and regulations.
- L. The legal and audit budget for 1995/96 includes the costs of the anticipated appeal of Justice Montgomery's decision along with the legal costs of updating the ACC's marketing plan and regulations.

Beef Information Centre and Canadian Cattlemen's Association Budgets 1994 - 1995

BEEF INFORMATION CENTRE BUDGET



Revenues

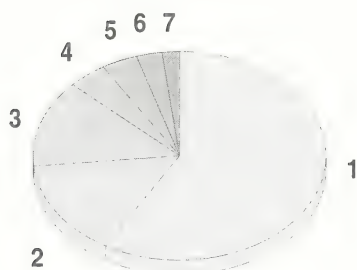
1. Alberta	\$2,670,000	56.0%
2. Ontario	1,000,000	21.0%
3. Saskatchewan	650,000	14.0%
4. British Columbia	275,000	6.0%
5. Manitoba	56,000	1.0%
6. Maritimes	10,000	0.2%
7. Breed associations	32,500	0.8%
8. Interest and other	<u>37,500</u>	1.0%
	\$4,731,000	100.0%

Expenses

1. Advertising	\$3,265,200	59.0%
3. Product promotion	837,775	15.0%
2. Operations	752,283	13.0%
6. Consumer education	239,250	4.0%
5. Public relations	220,600	4.0%
4. Nutrition and health	158,825	3.0%
7. Industry information and liaison	<u>107,450</u>	2.0%
	\$5,581,383	100.0%

Expenses over revenue \$850,383

(Note: the BIC deficit will be covered by carry over funds)



CANADIAN CATTLEMEN'S ASSOCIATION BUDGET

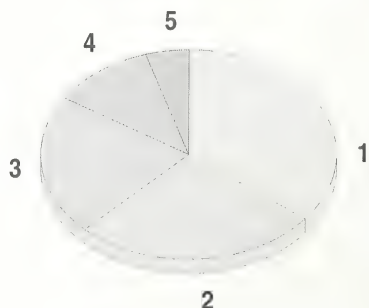
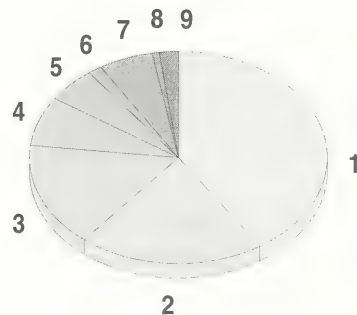
Revenues

Provincial assessments		
1. Alberta	\$369,072	41.0%
2. Ontario	181,759	20.0%
3. Saskatchewan	144,053	16.0%
4. Manitoba	68,236	8.0%
5. B.C.	48,401	5.0%
6. Maritimes	13,480	1.0%
7. Convention	53,250	6.0%
8. Interest	7,056	1.0%
9. Other	<u>18,750</u>	2.0%
	\$904,057	100.0%

Expenses

1. Remuneration	\$320,051	35.0%
2. Operations	242,107	27.0%
3. Travel	195,552	22.0%
4. Environment	100,000	11.0%
5. Miscellaneous	<u>42,600</u>	5.0%
	\$900,310	100.0%

Revenue over expenses \$3,747



FINDING THE COMPETITIVE EDGE

The Alberta Cattle Commission (ACC) continues to fund research projects that will significantly impact Alberta cattle producers as well as the cattle industry in general. We are constantly presented with research proposals that must have cattle industry approval and funding before they receive further funding from government or other sources. This shows how with a modest investment of our own dollars, cattle producers are directing beef research.

Through the proposed Industry Development Fund, there may be a move towards a national research program directed by the Canadian Cattlemen's Association. This will give the ACC the opportunity to initiate Alberta based projects. In the competitive world of meat production, Alberta cattle producers cannot afford to fall behind because of a lack of commitment to the future.

The past year has seen the ACC technical committee take a serious look at its mandate, past performance and future direction. The mandate to *improve the profitability of Alberta cattle producers through research* has not changed. The fact that some ACC funded research is now, or is nearing, commercialization indicates that our program is on the right track.

What has changed is the philosophy of how research projects are selected. In the past we have looked to the research community to submit proposals to address our research priorities. The researchers have responded with a wide array of top quality proposals. However, it became apparent that the chance of individual proposals drawn from an open request could somehow come together to address the challenges facing the industry was remote. Therefore the committee now chooses to identify and define industry problems and opportunities and then assemble a team of researchers to tackle them. We will still maintain an open call for proposals, however this will become a smaller component of our overall program. Increasingly we will seek cooperation and input from all industry players towards a common goal of food safety and quality assurance which in turn will put more money in the hands of Alberta cattle producers.

As a member of the Alberta beef quality alliance, we will identify areas that need to be addressed and avoid

duplicating research. It is apparent that the beef industry has little chance of becoming totally vertically integrated to the point where individuals or companies within the industry can control product safety and quality to a satisfactory extent. It is important that all members of the beef industry work together to achieve the goal of a pasture to plate food safety and quality assurance program.

Please take a moment to review the projects funded by the ACC. Do not hesitate to bring your comments to us. By talking to myself or any member of the ACC technical committee you have the opportunity to influence the direction taken by this committee in the future.

Blake Cherry, Lloydminster
Technical Committee Chairman



**Technical
Chairman**

**Blake
Cherry**

ACC FUNDED RESEARCH PROJECTS

1994-95

1. Rapid and sensitive method for diagnosis of leptospirosis in cattle.
2. Predicting beef tenderness early postmortem.
3. Identification of hygienic hazards in beef slaughtering plants.
4. Ultrasound image enhancement technology and bovine genetics in the development of beef for domestic and export markets.
5. Use of condensed tannins to reduce the occurrence of bloat and enhance the utilization of forage protein in ruminants fed fresh alfalfa.
6. Methods to improve the detection and prognosis of infection in cattle.
7. Measurement of hygiene of beef carcass production at the end of the process line.
8. Microbiological control to extend the storage life and enhance the safety of vacuum packaged beef.
9. Investigation of early postmortem tenderization in beef cattle.
10. Pocket gopher control program.
11. Feedlot run-off design.

stock operations. Activists are advocating that beef is unhealthy and unsafe.

The major mandate of the committee is to provide information to the public and producers that will improve their knowledge, perceptions, and confidence in the cattle industry and its product. This year has been very busy for public affairs.

Most of the issues dealing with animal welfare are

SPREADING THE MESSAGE

Here we are in the '90s with the beef industry being challenged on virtually every front. We are being attacked on our management capabilities regarding native range, riparian areas, water quality, ozone depletion, etc. Animal rightists are targeting our animal husbandry, auction markets, transportation methods and intensive live-



Public Affairs Chairman

Jim Feist

now handled by the Alberta Foundation for Animal Care, under the chairmanship of Alberta Cattle Commission (ACC) Delegate Randy Archibald. This organization works directly with the public affairs committee. We have established response teams across the province to deal with inhumane handling of livestock. These teams will work with the SPCA whenever possible.

The environmental risk assessment identified four problem areas in the beef industry: range management, riparian habitat, intensive livestock operations and overwintering cow herd areas. It will be up to cattle producers to solve these problems on a voluntary basis or the industry will face regulatory solutions which may not be in our best interests.

Public affairs has agreed to develop range management courses throughout the province in cooperation with Alberta Public Lands. Society sees crown and private lands as having many other uses such as wildlife, watersheds, recreation, etc. In order to ensure that the grazing role of these lands continues, we need an educational

process for producers and environmentalists.

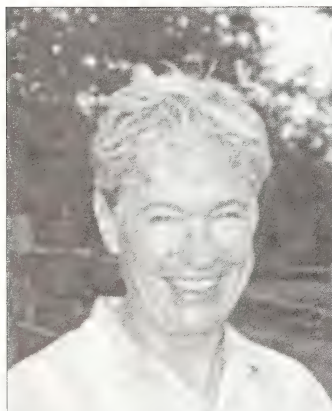
Public affairs, Trout Unlimited Canada, the Canadian Cattlemen's Association, Public Lands and Environmental Protection are developing a riparian habitat management program. The program will help develop guidelines for managing riparian habitat and improving grazing.

Alberta Environmental Protection has identified several problem areas in the province where cow wintering areas are contaminating surface water. The government has decided to use a cooperative approach to solve the problem. The ACC and government will jointly develop educational materials to help producers find practical solutions for run-off problems. The ACC has initiated an awareness program in the central Alberta area which will be used as a template for the rest of the province.

The Environmental Stewardship Award recognizes cattle producers who are excellent stewards of the environment. This has been a positive media and educational tool for producers and the general public.

This is a broad overview of public affairs activities. We wish to ensure that grassroots driven policies are developed and managed effectively to position the industry with one voice.

**Jim Feist, Cleardale
Public Affairs Committee Chairman**



Producer Liaison Chairman

Margaret Jensen

STRENGTH FROM THE GROUND UP

This year the producer liaison committee received a strong mandate to develop a workable and practical communications program - one that would target producers' needs, and enhance producers' awareness of their industry and elected organization. This program had to be user friendly and cost-effective. There are no magic solutions! Just identify the organic humus that is needed to make the Alberta Cattle Commission (ACC) grow with its membership in a positive way.

After the February plebiscite, it was apparent that *band-aid* and *shotgun* approaches are not appropriate, and probably never were. A major investigation of how Alberta cattle producers identify with their elected organization is needed.

The committee has begun the fundamental work required in building an effective, workable, *bottom line* friendly communication program for the ACC. Producers will be involved every step of the way. As most marketing

executives will tell you, the customer's needs must be identified **by the customer** before you begin your program. No more *shotgun* approaches. They are proven to be ineffective and costly.

On the liaison side of the committee, we have maintained our relationship with Rural Crime Watch, and laid the groundwork for an annual 4-H scholarship. However, the Environmental Stewardship Award (ESA) is no longer part of our committee. By mutual agreement, this award program is now administered by the public affairs committee. Our committee will continue with the communication aspect of the ESA.

The 1994 producer liaison committee had strong, committed representation from all nine zones, and a very capable co-chairman, Tim Andrew from zone four. We are all aware that in achieving our mandate, we will create a healthy, fertile ground for the Alberta cattle industry.

**Margaret Jensen, Tees
Producer Liaison Committee Chairman**

BUILDING INDUSTRY CONSENSUS

This year the cattle industry committee was able to resume a more active role in communication and consensus building between major provincial cattle organizations. The committee met three times to discuss important industry issues, assess the proposed change to our marketing regulation and review the basis for a new Alberta Cattle Commission (ACC) plan.

The committee reviewed the results of the beef industry workshop organized by the Canadian Cattlemen's Association, discussed priorities for the Industry Development Fund, considered the BSE and bluetongue action plans, assessed the offshore beef import situation, reviewed alternatives to the GST and discussed retention of the \$500,000 capital gains exemption.

Alberta Agriculture's livestock marketing services branch met with the committee on changes to the brand act, a livestock patrons' assurance program arbitration decision, industry investment management of the Livestock Patrons' Assurance Fund, brand inspection concepts for western Canada and RCMP livestock investigation.

When the provincial government considered consolidating the Livestock Patron's Assurance Fund into the general revenue account, the industry objected and suggested that producer returns could be optimized if the industry undertook investment management. Member organizations recommended that the ACC's cattle industry committee oversee investment management through the ACC and its investment banker. The committee's investment guideline calls for only government backed

investment instruments to be used.

During a workshop on a revised ACC plan, the committee suggested that the ACC check-off be collected at marketing inspection, on purebred transactions and at export. Promotion should continue to be a high priority and receive about two-thirds of the check-off. The committee recommended that the number of ACC delegates be reduced from 90 to 54 representing nine zones. Directors at large would continue to be elected by delegates, but would not be required to be a delegate.

With the resolution of some controversial issues in our industry and a commitment to work effectively together, the cattle industry committee has begun to be a valuable part of our industry activities. The addition of representation from the Canadian Meat Council's western beef committee will serve to improve our ability to form strategic alliances and overcome any disadvantages that are inherent in a segmented industry.

Lance Carnine, Lethbridge
Cattle Industry Committee Chairman

With Representation From: Alberta Auction Markets' Association, Alberta Canada All Breeds Association, Alberta Cattle Feeders' Association, Alberta Milk Producers, Canadian Meat Council, Feeder Associations of Alberta, Western Stock Growers' Association



Cattle Industry Chairman

Lance Carnine

CREATING NEW OPPORTUNITIES

Refocussing market development activities, strategic alliances, and the Canada Beef Export Federation (CBEF) were the main focus of market development activity since the last annual report.

In 1993/94, developing an Alberta beef product was the main focus of the committee. Based on our research, it was clear the Alberta Cattle Commission (ACC) did not have the resources necessary to develop a branded product. In addition, several companies began developing their own branded products. The market development committee discontinued further project development and shared the market research with interested companies.

The committee consulted with representatives of retail, foodservice, and packing industries to identify gaps in product support for beef. A beef foodservice manual and further product support will be produced in response.

The committee has maintained a reduced presence

in eastern Canada through one foodservice promotion and one trade mission to Toronto and Montreal.

Pasture to plate quality assurance has become a Canadian beef industry priority. Ways in which beef is not conforming with customer demand, such as inconsistency in tenderness, bruising and needlemarks, large carcass size and hot iron branding are estimated to cost \$280 per carcass in U.S. field studies. By addressing these quality nonconformities, Canadian beef producers have an opportunity to increase consumer satisfaction and regain market share.

To be successful, a commitment by all sectors in the beef industry is required. New technology, improved food safety systems and producer education efforts are all part of the effort. This requires improved information flow between these sectors. To achieve this, the committee has been active in forming the Alberta beef quality alliance. Currently, the alliance is an information clearing house between the ACC committees (market develop-



Market Development Chairman

Gary Creelman

ment, technical, public affairs) and the Alberta Cattle Feeders' Association, the Canadian Cattlemen's Association and the Beef Information Centre. All members have initiatives in quality assurance. As the alliance evolves we hope to include representatives from retail, foodservice and packers in an ongoing advisory role.

The Canada Beef Export Federation (CBEF) has helped push beef exports to 10,000 tonnes in Japan and 2,000 tonnes for the rest of Asia in the last four years. In the first six months of 1994 exports have increased 50 per cent over 1993.

These are the only expanding markets for beef in the world. At its inception, CBEF projected sales into Japan of 75,000 tonnes by the year 2000 as long term trading relationships are developed. CBEF members are confident in reaching this goal.

In 1994, CBEF worked to improve access to Korea

and Taiwan through registration of Canadian grades and the reduction of trade barriers in these countries. Only with registration can packers sell significant quantities of fresh beef into Asian markets.

Sales in Asia are based on personal relationships between buyer and seller. To create these relationships, CBEF has undertaken promotions in Japan and Taiwan markets where members can best follow up and turn interest into sales. Finally, CBEF has coordinated customized training and market development programs with export members. These programs aid individual companies but also improve CBEF's ability to assist new exporters. Programs range from incoming trade missions to Japanese language lessons.

In 1995, CBEF will expand its focus to the China, undertaking an opportunities and constraints study. Depending on developing market conditions, the reduction in Mexican non-tariff trade barriers may see Mexico develop into an export priority.

**Gary Creelman, Fairview
Market Development Committee Chairman**

VOLUNTEERS TELL OUR STORY

Having reached over the 200,000 student mark in 1994, the success of the Classroom Agriculture Program (CAP) and our volunteers continues to amaze us! Since the inception of CAP in 1986, the program has enjoyed steady growth.

New commodity groups are eager to join and support the program with each successful year. Other commodity groups help to broaden the scope of the program and thus the students' understanding of agriculture as well. Each new member also helps to keep the cost of the program in line. We now have 12 commodities contributing to CAP.

Volunteers contribute to the success of CAP by bringing their personal experiences and hands on props to classrooms to teach students about agriculture during

Agriculture Week in March.

As agriculture becomes further removed from our urban counterparts, we feel it is most important to teach our future consumers (and their parents by way of leave behind material) about the agriculture industry in a positive manner.

Our joint efforts with other commodities and our great volunteers make CAP a strong, proactive move for all of agriculture.

CAP 1995 is now in the planning stages with careful consideration being given to the evaluation of previous programs. Thank you to each volunteer for making CAP the success it is.

**Judy Fenton, Irma
CAP Committee Chairman**

PRODUCERS PROMOTE THEIR PRODUCT

The Beef Education Association (BEA) boasted a new look this past year with the purchase of a large trade show display as well as new nutrition, environment and producer liaison table top displays. These displays travelled the province as they accompanied our coordinators to all the major trade shows as well as many smaller local shows. We received a very positive response to our new look.

Plans for the future include supplying an informative

nutrition display to various high schools throughout Alberta. The BEA has undertaken the task of promoting beef in numerous restaurants in Jasper, Grande Prairie and Hinton during the 1995 Canada Winter Games. The BEA coordinators will rally together and attend the Winter Games to promote beef to our out-of-province visitors.

If you are interested in becoming a BEA coordinator in either zones six or seven, please contact Elaine Deeg at the Alberta Cattle Commission office.

**Janet Cordes, Rolling Hills
Beef Education Association President**

CREATING BEEF DEMAND

So our spokespeople did it again! The *NOTHING ELSE IS BEEF* campaign with Isabelle Brasseur and Lloyd Eisler was very successful. Using a petite, strong and active athlete proved to be an effective way to target women.

Upon completion of every advertising campaign the Beef Information Centre (BIC) does a very comprehensive study to evaluate effectiveness. Overall awareness of television advertising and beef is steadily rising. People are now remembering the message *beef is good for you* and are associating beef with athletes. Magazine awareness is also steady. Of the 63 per cent of people who were aware of the recipe in the magazine ad, one-third expressed interest in using it and 17 per cent had actually tried it. The tracking study also evaluated the effectiveness of using Olympic promotions to influence attitudes towards beef. Thirty-five per cent of participants agreed the Olympic connection was effective.

Given the positive results, the BIC decided to feature Lloyd and Isabelle in the 1994/95 campaign. The ads are revised to give them a new look with an added focus on taste. The magazine ads follow the same theme as television and will run more frequently than in other years. Be sure and watch for your ads both on television and in magazines.

Retail programs continue to use the partnership approach. Successful initiatives with Kraft barbecue sauce, Nabisco and Del Monte stewed tomatoes have been completed. The Canada Beef logo and three beef recipes (from the BIC) appeared on 1.2 million bottles of Kraft barbecue sauces. Retail continues to be an area where no loyalty is shown towards beef. Therefore this is an area where the BIC must continue to find new incentives to bring retailers on side.

Beef Taco Nuggets is a new beef finger food launched by Centennial Foodcorp Ltd. The ground beef product with a Mexican flavor corn crumb coating appears to be a winner in the preliminary stages. The Alberta Cattle Commission (ACC) promotion committee and the BIC have added funding to this product in order to ensure its success. A new trendy beef product is long overdue, watch for it at your local supermarket and if it is not there find out why not!

Keg restaurants have decided to return to their original menu with the major focus being on beef. They feel confident enough in this decision to focus their ads and point of sale materials on beef. The marketing slogan is *Steak our Reputation*. The Keg also committed to a beef education program for their staff. Upon completion of their course the staff will receive *Steakologist* pins. The BIC and ACC promotion committee have provided materials and information for staff training and will be involved in the production of table tents and consumer handouts.

The advertising campaign continues to be the BIC's most recognized function. However, all program areas have been extremely busy. I am confident that the BIC makes extremely good use of its resources and is responsible with your money.

The ACC promotion committee continues to be very progressive and involved. The committee is moving away from ad hoc sponsorships and is moving towards utilizing and expanding the BIC program in the Alberta marketplace.

Last spring we introduced the Beef in the Classroom program which involves a professional going into food science classes with beef information and cooking demonstrations. This year the program was targeted at Edmonton classrooms. This program is in the building stage and the committee has agreed to continue the building process.

The committee has identified retail as an area to influence the sale of our product. We are currently studying where and how we can strengthen beef's position. Over the winter, the committee will be setting policy and procedure for this venture. Convincing retailers to be loyal to beef is a challenge.

During Agriculture Week, the Alberta Cattle Commission, Alberta Agriculture and other commodities produced a food tabloid. This supplement was included in newspapers all around Alberta. It reached an impressive 1.4 million households. Beef was very well positioned with a photo of Lloyd and Isabelle on the front page.

In keeping with the mandate of influencing consumers to buy beef, the committee has signed Marc Becker, an Alberta triathlete, and Jaret Llewellyn, an Albertan who is a world champion waterskier, as Alberta beef spokesmen. We will use these two athletes in an innovative way to connect urbanites with producers.

Consumers are often a fickle bunch with ideas we producers might consider to be off the wall - however if we want to maintain marketshare we have to believe the consumer is right. As times change so must our promotions and initiatives - following a precedent can be an easy substitute for thinking!

National and provincial promotion takes a very large share of the check-off dollar - many thanks to my promotion committee for their diligence and accountability in handling this responsibility.

The tragedy of life doesn't lie in not reaching your goal. The tragedy lies in having no goal to reach.

**Mabel Hamilton, Innisfail
Promotion Committee Chairman**



**Promotion
Chairman**

**Mabel
Hamilton**

enhancing the economic well-being of the Alberta cattle producer



**Alberta
Cattle
Commission**

216, 6715 - 8th Street N.E.
Calgary, Alberta
T2E 7H7
Phone: 275-4400
Fax: 274-0007

Strength
from the
ground
up.

ELECTION BACKGROUNDER



ZONE 5

Zone 5 Includes: County of Stettler No. 6, County of Lacombe No. 14, County of Red Deer No. 23, M.D. of Badlands No. 7, M.D. of Starland No. 47, M.D. of Kneehill No. 48, M.D. of Clearwater No. 99

ELECTED BY ACCLAMATION

Don Herzog has operated a mixed farm in the **Delia** area for 40 years. He and his two sons have an 170 head cow/calf operation.

Don has been a member of the Delia Elks Lodge for 28 years and has also served on various boards for local organizations. He was one of the original people that organized the building of the Delia arena.

Don feels that from his years of experience he can contribute to the ACC.

Robert Kuziw of **Donalda** has been in the cow/calf and grain farming business for 30 years. He has operated farms in different parts of the province experimenting with various pasture grasses and cross breeding to achieve a more marketable beef strain.

He has owned and operated several successful businesses and has always been actively involved in the communities he has lived. Robert was a member of the town council and president of the Chamber of Commerce in Strathmore. He was on the steering committee for the recreation center, a charter member of the Lions Club in High River and past treasurer of the Donalda Agricultural Society.

Robert says, "I look forward to contributing to the Alberta cattle industry as a zone delegate".

Along with his wife and three sons, **Wilbur Stewart** runs a grain and cattle operation near **Big Valley** consisting of purebred Limousin cattle, commercial cow/calf, yearlings, as well as feedlot beef production.

Wilbur has served three terms on the ACC working mainly in the area of land use and related issues. He says,

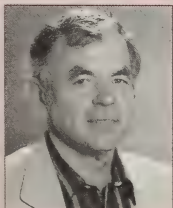
"I would like to contribute what I can to help the cattle industry and agriculture people in general, and feel that the ACC is one of the best avenues we have to influence government and public opinion. I am pleased to serve as your delegate in the coming year."

Dale Wilson with his wife and family, farm and ranch 10 miles east of **Drumheller** where they run a grain, cow/calf and feedlot operation.

He is a director and past president of the Drumheller Stampede and Agricultural Society and has been leader and assistant leader of the Drumheller 4-H Beef Club for 20 years.

Dale feels producers must be involved in order to keep the ACC strong and viable. His major concerns are in the areas of land use and animal rights activist groups.

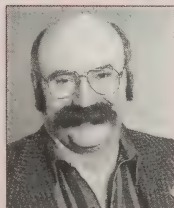
SITTING DELEGATES



Des Carney

Three Hills, 443-7369

national affairs committee



Don Curtice

Innisfail, 227-2511

technical committee



Margaret Jenson

Tees, 788-2474

producer liaison
committee chairman



Clyde Lynn

Rocky Mtn Hse, 729-2494

provincial affairs
committee



Doug Price

Acme, 546-2507

market development
committee



ZONE 6

Zone 6 Includes: County of Ponoka No. 3, County of Beaver No. 9, County of Wetaskiwin No. 10, County of Strathcona No. 20, County of Camrose No. 22, County of Leduc No. 25, County of Parkland No. 31, I.D. No. 13, M.D. of Brazeau No. 77, City of Edmonton

ELECTED BY ACCLAMATION

Elwyn Grattidge is a graduate of Cornell University. He owns and operates Camlot Feeders Ltd., in the **Camrose** area.

He has served on the ACC as a zone delegate and director. Elwyn is also active in many agricultural organizations on a local, provincial and national level.

"I have been involved in the livestock industry all my life and feel that the ACC must continue to show strong leadership on behalf of the cattle producers of Alberta."

Elgar Grinde operates a 150 head cow/calf backgrounder operation in conjunction with grain farming northeast of **Holden**.

Elgar is a past delegate and chaired the research committee. He believes in free enterprise with minimum government involvement.

Elgar says, "No government can utilize cattlemen's money as efficiently as the cattlemen themselves."

Don Mosicki is married with two children and lives in the **Warburg** area.

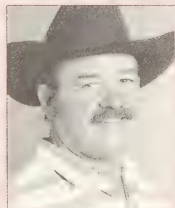
Don runs a cow/calf and backgrounding operation. He is currently on the Warburg Regional Recreation Board, chairman of the County of Leduc Recreation Board and is involved with the Black Creek Pony Club.

Don is interested in the ACC as the industry needs an avenue to look after its interests. He feels this must entail product quality, competitiveness, sales and advertising. Don feels the ACC can do the job well.

David Willows and his wife live west of **Winfield**. They breed 350-375 cows and heifers and sell steer calves, background some and market bred heifers.

David has been involved with the ACC for several years and believes producers need a strong organization to promote the objectives of the beef industry.

SITTING DELEGATES



Randy Archibald

Rosalind, 375-2378

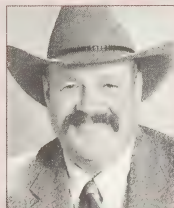
public affairs committee



Grant Bailey

Camrose, 672-6309

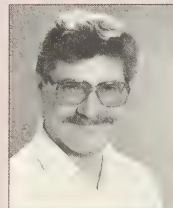
technical committee



Arnold Hanson

Viking, 336-2598

national affairs committee



Marvin Molzan

Leduc, 986-2417

promotion committee



ZONE 7

Zone 7 Includes: County of Thorhild No. 7, County of Barrhead No. 11, County of Athabasca No. 12, County of Lac St. Anne No. 28, M.D. of Sturgeon No. 90, M.D. of Westlock No. 92, I.D. No. 12, I.D. No. 14, I.D. No. 15, and that area of I.D. No. 17 that lies east of range 9, west of the 5th meridian and south of township 85

ELECTED BY ACCLAMATION

Andrew Kapicki and his family operate a registered Red Angus cow/calf operation near **Gibbons**. Their emphasis has been to continually improve the quality of beef cattle.

He has been in 4-H beef projects with his daughters for over 10 years and still supports the 4-H program. Andrew has been involved with various community organizations during the past 20 years.

He served on the provincial affairs committee this past year. Andrew feels that his past experience will enable him to contribute substantially to the ACC's various programs.

Jody Karlzen, his wife and parents operate a cow/calf backgrounding operation in the **Carrot Creek** area. Cattle are finished and marketed by a nearby custom feedlot.

Jody is chairman of the Sang Lake Provincial Grazing Reserve Association and a director of the West Central Forage Association.

He is interested in becoming an ACC delegate because he feels it is important to the future of the cattle industry to have a strong organization to work with producers, consumers and all levels of government - and feels he can contribute to the ACC's future success.

Barbara Kwasney along with her husband and son have a cow/calf and backgrounder operation west of **Athabasca**. As a farm family they have been involved in 4-H and forage associations.

Barbara spent the last two years on the ACC public affairs committee. She feels its most important accomplishment has been the formation of the Alberta Foundation for Animal Care. Barbara says, "I believe it is most important

that the ACC continue to be proactive in animal welfare and environmental issues".

Just a few of the important issues she hopes to address are range management, water quality, compensation for livestock predation losses, and improving beef quality.

Charles Westra and his wife have been farming east of **Gibbons** for 21 years. Their two sons recently joined in the business which includes 75 dairy cattle and 75 Simmental cross beef cattle. They also grow barley for cereal silage and as a cash crop.

Charles has served as a delegate for two years sitting on the provincial affairs committee.

Fred van Ingen and his wife live in **Redwater**. Currently, Fred feeds cattle at various feedlots. He previously was a dairy farmer near Gibbons, and was one of the top milk producers.

Fred is involved in many organizations: he is the ACC finance chairman, member of the Lacombe Meat Advisory Committee, director of the Veterinary Infectious Diseases Organization, and a director for the Canada-Alberta Livestock Research Trust. He is also past vice-chairman of the Alberta Dairy Association, as well as past president of the Edmonton Milk Producers' Association.

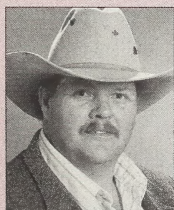
SITTING DELEGATES



Mike Cook

Westlock, 954-2663

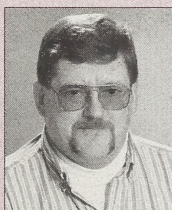
market development
committee



Joe Dobyanski

Westlock, 954-2165

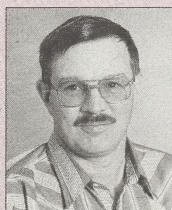
national affairs committee



Dale Hilliard

Westlock, 349-3094

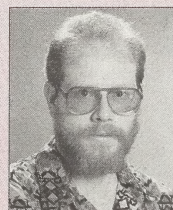
producer liaison
committee



Lyle Keyes

Carrot Creek, 795-2234

national affairs committee



Murray Kerik

Flatbush, 681-2244

technical committee



ZONE 8

Zone 8 Includes: County of Smoky Lake No. 13, County of St. Paul No. 19, County of Two Hills No. 21, County of Vermilion River No. 24, County of Minburn No. 27, County of Lamont No. 30, M.D. of Bonnyville No. 87, I.D. No. 18, I.D. No. 24

CANDIDATES

Garnet Ailsby, his wife and three sons ranch in the **Plamandon** district. They run an 120 head cow/calf operation. Garnet was also the supervisor for the Lac La Biche Feeders Co-op for four years.

His interest in being an ACC delegate stems from the belief that cattle producers are ultimately responsible for the promotion and protection of their own industry.

Don Good of **Vermilion** runs 90 purebred Charolais cows and a mixed farming operation of canola, oats, barley and hay. He also works part-time for the Alberta Hail and Crop Insurance Corporation.

Don is an active member of the Vermilion Lions Club and 4-H club. Don is completing his second two year term on the ACC.

Lyndon Mansell runs 80 cows and 800 acres on his farm near **Innisfree**. He is a past president of the Chamber of Commerce and a member of the curling club.

Lyndon is running as a delegate to learn more about the ACC and the industry.

Lloyd McLaughlin is married with four children. He is in partnership with his brother in a mixed farming operation near **Mannville**. They seed 2,400 acres of crop which includes canola, wheat, barley, oats and peas. They also run a commercial herd of 200 Hereford, Simmental and Charolais cross cows as well as a feedlot operation that usually finishes 150 to 200 head per year.

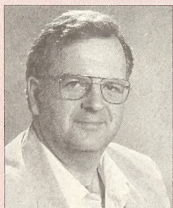
"I've always been interested in the activities of the ACC and usually attend the fall meeting. I feel I can make a contribution to the ACC and am willing to do my best."

Frank Postill was born in the Trochu area where his father operated a mixed farm. He graduated from the University of Alberta as a mechanical engineer and worked on industrial projects.

Frank and his wife have two children and have established a cow/calf operation in the **Plamandon** area. The cow herd is approximately 110 head with the majority of herd sires being Limousin. He is completing his second term as an ACC delegate.

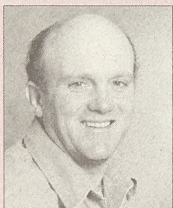
Don Selte farms and runs a 300 head cow/calf operation with his wife and three young boys near **Vermilion**. Don is running for a second term with the ACC. He served on the public affairs committee in his first term.

SITTING DELEGATES



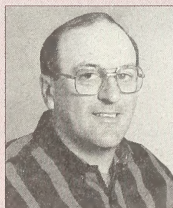
Blake Cherry
Lloydminster, 875-6404

technical committee
chairman



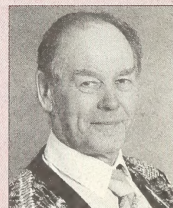
Bill Creech
Lloydminster, 875-8794

promotion committee



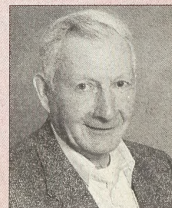
Ray Murphy
Bonnyville, 826-5477

technical committee



Karl Schneider
Mannville, 763-2447

national affairs committee



Richard Smith
Kitscoty, 846-2643

producer liaison
committee



ZONE 9

Zone 9 includes: County 1; M.D.s 130, 133, 135, 136; I.D.s 16, 19, 20, 21, 22, 23 and that area of I.D. No. 17 that lies west of range 8, west of the 5th meridian and north of township 84

CANDIDATES AND DELEGATES

SUBZONE 9-2

Denis Beaulieu graduated from the University of Alberta in 1987 and started a part-time animal science instructor posting at Fairview College until finding full-time employment at Western Breeders as beef programs manager. He returned to the family farm near **Fairview** in May of 1991 where he runs an 100 cow seedstock operation of Salers and Angus genetics.

David Clegg is a mixed farmer from **Fairview**. He runs 110 commercial cows, 50 purebred Charolais as well as another 50 purebred cows on share. David feels that being on the ACC will be a great learning experience and he looks forward to contributing any way he can.

SUBZONE 9-3

John McNaught was raised in the **Woking** area. He attended the University of Saskatchewan and earned a degree in agriculture. After graduating John worked for a couple of years in the oil industry before returning to the ranch. He is now running a commercial cow/calf operation with his brother and parents in the Northmark area, west of Woking. John sat on the technical committee during his first term as an ACC delegate.

SUBZONE 9-4

Mel Toews, his wife, son and daughter-in-law operate a mixed farm consisting of grain, oilseeds and a cow/calf operation near **Beaverlodge**. Mel has been involved in 4-H leadership and served on the local school board. He was

SUBZONES

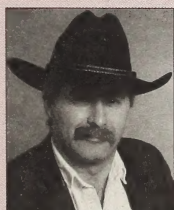
- 9-1 I.D. 23 (High Level, Ft. Vermilion, La Crete areas), that area of I.D. 22 north of Chinook Valley Road (Keg River, Manning and Dixonville areas)
- 9-2 I.D. 21 (Worsley, Cleardale, Hines Creek areas), M.D. 136 (Fairview area), M.D. 135 (Berwyn, Grimshaw, Peace River areas), I.D. 17 west (Three Creeks, Nampa areas), that area of I.D. 22 south of Chinook Valley Road
- 9-3 I.D. 20 (Gordondale, Silver Valley areas), M.D. 133 (Spirit River area), I.D. 19 (Wanham, Eaglesham areas), M.D. 130 (Smoky River, Falher areas)
- 9-4 County No. 1 (Grande Prairie, Beaver Lodge areas), I.D. 16 portion south of Wapiti River south of Grande Prairie
- 9-5 I.D. 16 (Valleyview, Debolt, Little Smoky areas), I.D. 17 east (High Prairie, Kinuso areas)

also involved with two third world work projects to build a school and hospital in West Africa. Mel has been an ACC delegate for two years and is beginning to understand more fully the role of the ACC. Mel feels he will be able to contribute more effectively in the next term.

SUBZONE 9-5

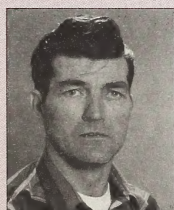
Bob Balisky owns and operates a cow/calf and background operation along the Smoky River near **Debolt**. He has served on the ACC for two terms, one of these as director of the zone. Bob has enjoyed working on the promotion committee but says there is a lot more to do and he is willing to help. Bob also served on the Canadian Cattlemen's Association and the Beef Information Centre and hopes to contribute more this year.

SITTING DELEGATES



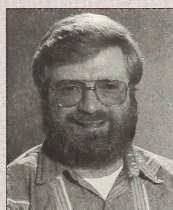
Jim Feist
Cleardale, 685-3911

public affairs
committee chairman



Doug Gaboury
Sexsmith, 568-2212

provincial affairs
committee



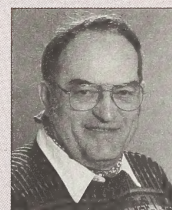
Garry Gurtler
North Star, 836-2125

public affairs committee



Cec Jardine
Valleyview, 524-3507

producer liaison
committee



Vic Patrick
Eaglesham, 359-2211

technical committee

ALBERTA CATTLE COMMISSION PRODUCER MEETINGS AND ZONE ELECTIONS

ALL MEETINGS BEGIN AT 7:30 p.m. EXCEPT WHERE INDICATED BY (-)
POLLING HOURS 8:00 - 10:00 p.m.

ZONE 1

DATE	PLACE	SPEAKER
Oct.24	Milo Milo Hall	David Andrews - CCA Foreign Trade Chairman
Oct.25	Buffalo Community Hall	Larry Helland - ACC Provincial Affairs Chairman
Oct.27	Medicine Hat Moose Lodge	Larry Sears - ACC Chairman
Nov.1	Manyberries Community Hall	David Andrews - CCA Foreign Trade Chairman
Nov.2	Taber Heritage Inn	Anne Dunford - CANFAX Senior Market Analyst
Nov.3	Brooks Heritage Inn	Neil Jahnke - Canada Beef Export Federation President

ZONE 2

DATE	PLACE	SPEAKER
Oct.25	Stavely Community Centre	Kathy Keeler - BIC Industry Liaison Manager
Oct.26	Cardston Provincial Building	Kathy Keeler - BIC Industry Liaison Manager
Oct.27	Pincher Creek Community Auction Association	Kathy Keeler - BIC Industry Liaison Manager
Nov.1	Lethbridge Lethbridge Lodge	Anne Dunford - CANFAX Senior Market Analyst
Nov.3	Warner Community Health Unit	

ZONE 3

DATE	PLACE	
Oct.24	Sundre	Seniors Rec. Centre
Oct.25	High River	Highwood Auction Mart
Nov.1	Cochrane	Community Hall
Nov.2	Airdrie	Town & Country Centre
Nov.7	Strathmore	Calgary Stockyards

ZONE 4

DATE	PLACE	SPEAKER
Oct.24	Homestead Community Hall	Joanne Lemke - ACC Public Affairs Manager
Oct.25	Youngstown Community Hall	Larry Sears - ACC Chairman
Nov.2	Coronation Lion's Hall	Gary Sargent - ACC General Manager
Nov.4	Metiskow Community Hall	Anne Dunford - CANFAX Senior Market Analyst
Nov.7	Forestburg Youth Centre	Ben Thorlakson - ACC Vice-Chairman

ZONE 5

DATE	PLACE	
Nov.1	Elnora	Community Hall
Nov.3	Delia	Community Hall
Nov.7	Caroline	Community Centre
Nov.8	Red Deer	North Hill Inn

ZONE 6

• ALL ZONE SIX MEETINGS START AT 7:00 p.m.

DATE	PLACE	SPEAKER
•Oct.26	Camrose Masonic Lodge	Ben Thorlakson - ACC Vice-Chairman
•Nov.1	Winfield Legion Hall	Joanne Lemke - ACC Public Affairs Manager
•Nov.3	Crestomere Community Hall	Ted Haney - CBEF Director, Canadian Operations
•Nov.8	Rolly View Community Hall	Cpl. Emil Smetaniuk - RCMP Livestock Investigator
•Nov.10	Duffield Legion Hall	Ted Haney - CBEF Director, Canadian Operations

ZONE 7

DATE	PLACE	SPEAKER
Oct.24	Pibroch Community Hall	Ben Thorlakson - ACC Vice-Chairman
Oct.26	Carrot Creek Community Hall	Marjorie Mann - ACC Research Coordinator
Nov.2	Barrhead Summerdale Hall	Cpl. Emil Smetaniuk - RCMP Livestock Investigator
Nov.7	Mayerthorpe Legion Hall	Larry Sears - ACC Chairman
Nov.9	Thorhild Community Hall	Mabel Hamilton - ACC Promotion Chairman

ZONE 8

• ALL ZONE EIGHT MEETINGS START AT 7:00 p.m.

DATE	PLACE	SPEAKER
•Nov.1	Vermilion Provincial Building	Neil Jahnke - Canada Beef Export Federation President
•Nov.3	Lac La Biche Provincial Building	Gary Sargent - ACC General Manager
•Nov.7	Lavoy Community Hall	David Andrews - CCA Foreign Trade Chairman
•Nov.9	Bonnyville Agriplex	Larry Sears - ACC Chairman

ZONE 9

• 12 NOON LUNCH MEETING

.. 7:30 p.m.

DATE	PLACE	SPEAKER
•Oct.31	Manning Agriculture Hall	Larry Sears - ACC Chairman
•Oct.31	Fairview Dunvegan Motor Inn	Larry Sears - ACC Chairman
•Nov.1	Spirit River Legion Hall	Larry Sears - ACC Chairman
•Nov.1	Valleyview Memorial Hall	Larry Sears - ACC Chairman
•Nov.2	Grande Prairie Trumpeter Motor Inn	Larry Sears - ACC Chairman

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